



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

WPXI

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 330964

### Schedule Dates

09/12/12-09/17/12

### Advertiser

Pol/R Casey/D/US Senate (16759)

### Agency

Shorr & Associates (2909)

### Product

Political - Federal Candidate (1067)

### Brand

POL/R CASEY/D/SEN/PA (134170)

### Salesperson

TeleRep/Washington DC, Washington DC (1040)

### Sales Office

TeleRep/Washington DC

### Buyer Name

D'ETTORRE, MICHAEL

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political

### Billing Type

Standard

### Comments

BOB CASEY 9/11  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Replacement of

OF

Date Entered 09/11/12  
Last Modified 09/11/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06311203  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$10,222.50  
Net Total \$57,927.50  
Sales Tax

## Pittsburgh (WPXI)

By Broadcast Month  
Sep. 2012 54 \$68,150.00  
Grand Total: 54 \$68,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:29A- Channel 11 News 530am	1			1	1	1			3	\$750.00	\$2,250.00	Pittsburgh (WPXI)	NEWS 530A-6A/1	9/11/12
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:29A- Channel 11 News 530am	1	1							1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 530A-6A/2	9/11/12
3.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:59A- Channel 11 News 6am	1			1	1	1			3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/3	9/11/12
4.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:59A- Channel 11 News 6am	1	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/4	9/11/12
5.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	7A- 8A (EST)	2			2	2	2			6	\$850.00	\$5,100.00	Pittsburgh (WPXI)	TODAY 7-8A/5	9/11/12
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7A- 8A (EST)	2	2							2	\$850.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/6	9/11/12
7.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	8A- 9A (EST)	2			2	2	2			6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	TODAY 8-9A/7	9/11/12
8.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	8A- 9A (EST)	2	2							2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 8-9A/8	9/11/12
9.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	10A- Ellen	1			1	1	1			2	\$450.00	\$900.00	Pittsburgh (WPXI)	ELLEN/9	9/11/12
9.0.1	Closed Preempt	09/12/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	
10.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10A- Ellen	1	1							1	\$450.00	\$450.00	Pittsburgh (WPXI)	ELLEN/10	9/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Date:

Comments:

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Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (134170)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name D'ETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments BOB CASEY 9/11  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

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11.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	4P- Judge Judy 4p				1	1	1			3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	JUDY 4P/11	9/11/12
12.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4P- Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDY 4P/12	9/11/12
13.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	6P- CHANNEL 11 NEWS							1		1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 6-630P/13	9/11/12
14.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	6:59P- Jeopardy				1	1	1			3	\$2,200.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/14	9/11/12
15.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	6:59P- Jeopardy		1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/15	9/11/12
16.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	7:30P- WHEEL OF FORTUNE				1	1	1			3	\$2,200.00	\$6,600.00	Pittsburgh (WPXI)	WHEEL 730P/16	9/11/12
17.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7:30P- WHEEL OF FORTUNE		1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	9/11/12
18.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	7P- Jerome Bettis 7-730P							2		2	\$925.00	\$1,850.00	Pittsburgh (WPXI)	BETTIS 7-730P/18	9/11/12
19.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	7:30P- Hines Ward Show 730-8P							2		1	\$800.00	\$800.00	Pittsburgh (WPXI)	HINES 730-8P/	9/11/12
19.0.1	Closed Preempt	09/15/12															Pittsburgh (WPXI)	Separation/Spot -st	
20.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P		S		X	X	X			5	\$2,700.00	\$13,500.00	Pittsburgh (WPXI)	LATE NEWS/20	9/11/12
21.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	LATE NEWS/21	9/11/12

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09/11/12  
09/11/12  
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06311203  
Normal

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22.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	11:34P- TONIGHT SHOW				1	1	1			3	\$925.00	\$2,775.00	Pittsburgh (WPXI)	TONIGHT/22	9/11/12
23.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	11:34P- TONIGHT SHOW		1							1	\$925.00	\$925.00	Pittsburgh (WPXI)	TONIGHT/23	9/11/12
24.0	Normal Line / Spot	09/16/12-09/16/12	3	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS FLW F8 1130P-1235A/	9/11/12

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